



Course Syllabus

Course Code	Course Title	ECTS Credits
MKTG-370	Omnichannel Retailing	6
Prerequisites	Department	Semester
MKTG-291	Management	Fall
Type of Course	Field	Language of Instruction
Elective	Marketing	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Anna Makrides	3 rd or 4 th
Mode of Delivery	Work Placement	Corequisites
Face to Face	N/A	None

Course Objectives:

The main objectives of the course are to:

- Introduce the world, principles and concepts of retailing
- Differentiate retail institutions by ownership and by store-based strategy mix
- Discuss nonstore-based and other forms of nontraditional retailing
- Contrast single channel, multichannel and omnichannel approaches
- Explore consumer behavior in omnichannel retailing
- Examine the impact of omnichannel retailing on supply chain and operations
- Discuss the evolution of marketing from traditional to omnichannel
- Analyze the results of omnichannel management in different retail profiles
- Identify the challenges and opportunities in the omnichannel retailing era

Learning Outcomes:

After completion of the course students are expected to be able to:

1. **Understand what retail management is** – students should be able to understand the basics of strategic planning and the decisions to be made in owning or managing a retail business.
2. **Choose among the various retail location options available for a retail establishment** – students should be able to apply the relevant retail strategy theory to assess retail location options and make solid choices.

3. **Comprehend how retailers can set prices for their offerings** – students should be able to apply the relevant retail strategy theory to determine pricing strategies to follow in any retail establishment.
4. **Distinguish between single channel, multichannel and omnichannel approaches** – the students should be able explain the differences between the channel types and their characteristics.
5. **Understand what omnichannel retailing is** – students should be able to explain click and collect, showrooming, webrooming and in-store marketing concepts that fall within the omnichannel retailing approach.
6. **Understand the changes in consumers' experience, behavior and decision making brought on by omnichannel retailing** – students should be able to understand the impact of omnichannel marketing on customer journey in the retailing context.
7. **Distinguish between different generations with a special focus on the Gen Z segment** – students should be able to acknowledge the generational differences in consumer's omnichannel buying behavior.
8. **Comprehend the impact of omnichannel retailing on the supply chain and logistics functions** – students should be able to understand the omnichannel world and, as retailers, adopt strategies to achieve competitive advantage and anticipate what may be required in the future to achieve superior customer service and profitability.
9. **Understand omnichannel marketing** – students should be able to understand the process of implementing omnichannel marketing across the customer journey.

Course Content:

1. **An Introduction to Retailing** – students are acquainted with the world of retailing.
2. **Strategic Planning in Retailing** – the strategic retail planning is explained.
3. **Retail Institutions by Ownership and by Store-Based Strategy Mix** – retailers on the basis of ownership type and store-based strategy mix are examined.
4. **Developing Merchandise Plans** – the major considerations in formulating merchandise plans are discussed.
5. **Pricing in Retailing** – the outside factors affecting price decisions are reviewed: consumers, government, suppliers, and competitors. A framework for developing a price strategy is then presented, including objectives, broad policy, basic strategy, implementation, and adjustments.
6. **Nonstore-Based, and Other Forms of Nontraditional Retailing** – characteristics of major retail institutions involved with non store-based strategy mixes including direct marketing and direct selling are discussed.
7. **The Changing Face of Retailing** – the phases that have shaped the retail landscape of today and the differences between single channel, multichannel and omnichannel approaches are discussed.
8. **Identifying and Understanding Consumers in an Omnichannel World** – the importance for a retailer to properly identify, understand, and appeal to its customers is discussed. The change of consumer behavior, the profile of the 'new' consumers, including their characteristics and segments as well as the generational differences in consumer's omnichannel buying behavior are analyzed.
9. **Channel Types in Marketing** – the types of channels and their characteristics, the effects of omnichannel marketing on consumer behavior, as well as the advantages and challenges while shifting to omnichannel marketing are discussed.

- 10. Omnichannel Retailing and Supply Chain Strategies** – the impact of omnichannel retailing on supply chain network, fulfilment operations, transportation operations and reverse logistics as well as the strategies to achieve a competitive advantage are discussed.
- 11. Omnichannel Marketing** – the optimal channel mix as well as the logics of the use of each channel and integration along the customer journey is explored. Best practices across all channels and future projections of omnichannel marketing are also discussed.

Learning Activities and Teaching Methods:

Teaching material including PowerPoint presentations and additional readings available on Moodle; in-class discussions related to the material taught, YouTube videos, case studies, real-life examples, and group projects.

Assessment Methods:

Class Participation, Quizzes, Assignment, Final Exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Lecture notes	Anna Makrides	Moodle	2022	
Retail Management: A Strategic Approach, 13 th Edition	Berman, B., Evans, J.R. and Chatterjee, P.	Pearson	2018	Click here for free online access
Omni-Channel Retail and the Supply Chain: Working Together for a Competitive Advantage	Myerson, P.	Routledge	2021	9780367641979

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Managing Customer Experiences in an Omnichannel World	Dirsehan, T. (Ed.)	Emerald Publishing	2020	9781800433885 Click here for free online access
Retail Futures: The Good, the Bad and the Ugly of the Digital Transformation	Pantano, E.	Emerald Publishing	2020	ISBN10: 1838676643 Click here for free online access
Retailing Management, 10 th Edition	Levy, M., Weitz, B.A. and Grewal, D.	McGraw-Hill	2019	9781260084764